

Rep Order#	6842552	Ver#	1	Status	New	Traffic Order#	08/16/2012 12:22 PM
							1 of 2

Last Received: 08/16/2012 10:54 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () RIGELL/NRCC
Product SCOTT RIGELL/NRCC
Estimate# 3005
Buyer Ben Angle
Phone#
Fax#

Agency	() AMERICAN MEDIA & ADVOCACY GROUP 815 SLATERS LANE ALEXANDRIA, VA 22314	Rep Firm	() PHILADELPHIA
Agency C/P1/P2/E	167/269/3005	Sales Office	() ANJIE BRADY
Flight Dates	08/17/2012 - 08/20/2012	Salesperson	() ANJIE BRADY
Hiatus Weeks		Salesperson Phone#	215-567-6005
		Salesperson FAX#	215-567-5938

--- CONTRACT COMMENT ---

CLIENT: RIGELL FOR CONGRESS & NAT'L REP CONGRESSIONAL COMM SC=*

---REMARKS---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$6150
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/20-08/20	1	1	1	\$500.00	
Rating: 5.1												
	2	SA	7A-8A	WAVY NWS SAT7A	:30	\$400.00	08/18-08/18	1	1	1	\$400.00	
Rating: 5.6												
	3	SU	6A-7A	WAVY NWS SUN6A	:30	\$300.00	08/19-08/19	1	1	1	\$300.00	
Rating: 3.7												
	5	SA	6P-630P	WAVY NWS 6P	:30	\$500.00	08/18-08/18	1	1	1	\$500.00	
Rating: 3.1												
	7	SU	6P-7P	WAVY NW10 SUN1	:30	\$500.00	08/19-08/19	1	1	1	\$500.00	
Rating: 2.5												
	8	SU	8P-11P	NFL PRE: IND VS PIT	:30	\$1,800.00	08/19-08/19	2	1	2	\$3,600.00	
Rating: 13.0												
	9	M	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/20-08/20	1	1	1	\$350.00	
Rating: 1.7												

EC'd Yes Last Received: 08/16/2012 10:54 AM Showing Buylines: All Lines

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---REPORT TOTALS---

Report Totals: 8 / \$6,150.00

---SALES MONTHLY TOTALS---

Aug 12: 8 / \$6,150.00
Sales Totals: 8 / \$6,150.00
Station Totals: 8 / \$6,150.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$16,184	CATV 0%	WAVY 38%	WGNT 0%	WPXV 0%	WTKR 40%
		WTVZ 9%	WVBT 5%	WVEC 8%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE